## WHAT IS CLAIMED IS:

1. An information processing apparatus comprising:

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a display device which can control display brightness;

means for controlling the display brightness of the display device according to a peripheral environment;

means for inputting an operation input; and
means for switching brightness control of the
display device by the means for controlling display
brightness to brightness control by another means for
controlling display brightness,

wherein, when inputting a predetermined operating instruction, the means for switching brightness control of the display device to another brightness control temporarily switches the brightness control of the display device from brightness control by the means for controlling display brightness to brightness control in accordance with the predetermined operating instruction.

2. The information apparatus according to claim 1, wherein the means for switching brightness control of the display device to another brightness control includes means for sensing start-up of a preset application program, and switches brightness control of the display device from brightness control by the means

for controlling the display brightness to brightness control specific to the application program when the sensing means senses start-up of the application program.

- 5 3. The information apparatus according to claim 1, wherein the means for switching brightness control of the display device to another brightness control includes means for inputting the predetermined operating instruction, switching brightness control of 10 the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with the predetermined operating instruction, and, returning brightness control of the display device to brightness control by the means for 15 controlling the display brightness when inputting the predetermined operating instruction.
  - 4. The information apparatus according to claim 1, wherein the means for switching brightness control of the display device to another brightness control includes means for inputting the predetermined operating instruction, switching brightness control of the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with the predetermined operating instruction, and, returning brightness control of the display device to brightness control by the means for controlling the display brightness when inputting a

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predetermined specific operating input.

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- 5. The information apparatus according to claim 1, wherein the means for switching brightness control of the display device to another brightness control includes means for inputting the predetermined operating instruction, switching brightness control of the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with the predetermined operating instruction, and, returning brightness control of the display device to brightness control by the means for controlling the display brightness after a predetermined period of time has elapsed.
- claim 1, wherein the means for switching brightness control of the display device to another brightness control includes means for switching brightness control of the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with an instruction of the keyboard, and, returning brightness control of the display device to brightness control by the means for controlling the display brightness when a predetermined state transition according to system operation has occurred.
  - 7. The information apparatus according to claim 2, wherein the means for switching brightness

control of the display device to another brightness control includes holding means for holding brightness information set to the application program; and means for, when initiation of the application program has been sensed, switching brightness control of the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with the brightness information held by the holding means.

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- 8. The information apparatus according to claim 2, wherein the means for switching brightness control of the display device includes information acquiring means for acquiring brightness information from the application program; and means for, when the information acquiring means acquires brightness information from the application program, switching brightness control of the display device from brightness control by the means for controlling the display brightness to brightness control in accordance with the brightness information acquired by the information acquiring means.
- 9. The information apparatus according to claim 2, wherein the means for switching brightness control of the display device to another brightness control includes means for sensing an end of the application program and means for, when the sensing means senses an end of the application program,

returning brightness control of the display device to brightness control by the means for controlling the display brightness.

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- 10. The information apparatus according to claim 2, wherein the means for switching brightness control of the display device to another brightness control includes means for returning brightness control of the display device to brightness control by the means for controlling the display brightness in accordance with an instruction of the application program.
- 11. A display brightness control method for the information processing apparatus including a keyboard and a display device which can control display brightness, comprising

temporarily switching brightness control of the display device to brightness control in accordance with the operation input of the keyboard, when a predetermined key of the keyboard is operated, in controlling display brightness of the display device according to a peripheral environment.

12. A display brightness control method for an information processing apparatus including a display device which can control display brightness, comprising

switching brightness control of the display device to a predetermined brightness control to the application program, when a predetermined application program

is started-up, in controlling display brightness of the display device according to a peripheral environment.

13. A display brightness control method for an information processing apparatus comprising a display device which can control display brightness, comprising

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switching brightness control of the display device to brightness control in accordance with an instruction of the application program, when a predetermined application program is initiated, in controlling display brightness of the display device according to a peripheral environment.